

REMARKS

Claims 1-11 are currently pending in this application, with Claims 1, 6, and 11 being the independent claims.

Claims 1-11 are rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,381,465 B1 to *Chern et al.* (hereinafter, *Chern*) in view of U.S. Publication No. 2003/0181201 A1 to *Bomze et al.* (hereinafter, *Bomze*).

Regarding the §103(a) rejection of Claims 1-11, the Examiner contends that each element of Claim 1 is taught or suggested by the combination of *Chern* and *Bomze*. More specifically, the Examiner contends that *Chern* teaches every limitation of Claim 1 with the exception of storing advertisement schedule data and displaying the advertisement according to the schedule data. The Examiner cites *Bomze* in an attempt to remedy this deficiency.

Claim 1 recites a method for reducing a call fee by improving the efficiency of mobile communication by utilizing a short message service (SMS) in a portable mobile terminal to display an advertisement. Advertisement data and advertisement schedule data are received from an SMS-based advertisement service provider and stored. The advertisement data is displayed on a portable mobile terminal according to the advertisement schedule data.

Chern discloses a system and method for attaching an advertisement to an SMS message for wireless transmission. *Bomze* discloses a mobile communication device for electronic commerce.

Independent Claim 1 has been amended to more clearly recite the subject matter of the present invention. More specifically, Claim 1 has been amended to recite the storage of advertisement data and advertisement schedule data extracted from an SMS message. Further, Claim 1 has been amended to recite that the advertisement data is displayed at a time according to the advertisement schedule data.

Chern discloses appending an advertisement to an SMS message if there is sufficient space remaining for the advertisement within the SMS message, but fails to disclose the displaying of advertisement data at a time according to advertisement schedule data.

A meta-category of *Bomze* is used to attach the advertisement to existing information in a device and allows the advertisement to be displayed if correlated information is presented to a user on the display. *Bomze* fails to disclose that advertisement data is displayed at a time according to advertisement schedule data, as recited in Claim 1. Thus, *Bomze* fails to remedy the deficiency of *Chern* described above, and the combination of *Chern* and *Bomze* fails to teach, suggest or render obvious the elements of Claim 1.

The Examiner also rejected independent Claims 6 and 11 under 35 U.S.C. §103(a). Independent Claims 6 and 11 have been amended in a manner similar to Claim 1. More specifically, Claim 6 has been amended to recite that an associated advertisement schedule is based on the at least one desired advertisement time. Claim 11 has been amended to recite that the advertisement data is displayed in the display list at a time according to the advertisement schedule data. In view of the above, Claims 6 and 11 are also patentable over the combination of *Chern* and *Bomze*.

Regarding Claims 2-5 and 7-10, while not conceding the patentability of the dependent claims, per se, Claims 2-5 and 7-10 are also allowable for at least the above reasons. Accordingly, Applicant asserts that Claims 1-11 are allowable over *Chern* and *Bomze*, and the rejection under 35 U.S.C. §103(a) should be withdrawn.

Therefore, in view of the preceding amendments and remarks, it is respectfully submitted that all of the claims pending in the Application, namely, Claims 1-11, are believed to be in condition for allowance. Should the Examiner believe that a telephone conference or personal interview would facilitate resolution of any remaining matters, the Examiner may contact Applicant's attorney at the number given below.

Respectfully submitted,



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